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Austria

Promotion Opportunities

Annual for Austria, Bosnia- Herzegovina, Croatia, Czech Republic, Hungary, Slovenia & Slovakia 2001

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Report Highlights:

The promotion opportunities report highlights marketing activities held from November 2001 through September 2002 in the following countries: Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia & Slovakia

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Vienna [AU1], AU

**CENTRAL EUROPE PROMOTION OPPORTUNITIES
for Austria, Bosnia-Herzegovina, Croatia, Czech Republic,
Hungary, Slovenia, Slovakia**

" The promotional activities listed are provided for informational purposes only"

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer".

Promotion Opportunities in Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia			
Products	Event /Title	Country	Implementation Dates
Seafood, Wine, Rice	Seafood, Wine, Rice Menupromotion	Austria	January 15, 2002
Dried & Fruits Nuts, Seafood,Wine, Snacks, Ethnic Food	Salima 2002 Food trade show	Czeh Republic	March 5-8, 2002
Dried & Fruits Nuts, Seafood,Wine, Snacks, Ethnic Food	Trade Mission/ Seminar during Salima 2002	Czech Republic	March 6-7, 2002
Seafood, Wine , Rice	HRI Trading Team from Central Europe to USA	USA	End of May-June 2002
All food products available in US Commissary Store	Central European Traders visit to Commissary	Commissary in Italy or Germany	Approx. Spring 2002
Wine	Wine Tasting	Croatia	Approx. May 2002

Promotion Opportunities in Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia			
Seafood, Wine , Rice, Almonds	Menupromotion with HRI sector	Hungary, Czech Republic	End of May - June 2002
Products	Event /Title	Country	Implementation Dates
Seafood	Major Seafood Importers from Austria, Croatia, Czech Republic Hungary, Slovenia to USA	USA	Sept 7, 2002 (Mission delayed from Sept. 2001)
Foodapest 2002 Dried & Fruits Nuts, Seafood,Wine, Snacks, Ethnic Food	Foodapest 2002- Trade Show in Hungary	Hungary	November 26-29, 2002

SECTION I - Trade Shows

TITLE: Salima - USDA INFORMATION BOOTH
DATE: March 5-8, 2002
VENUE: Brno, Czech Republic
CONTACT: Andrea Fennesz-Berka
 Office of Agricultural Affairs
 American Embassy
 Boltzmanngasse 16
 A-1090 Vienna Austria
 Tel:[43] (1) 31339-2364

Fax:[43] (1) 3108208
Email:AgVienna@FAS.USDA.GOV
[Http://www.usembassy-vienna/usda](http://www.usembassy-vienna/usda) or
Salima Trade show site: [Http://www.bvv.cz/salima-gb](http://www.bvv.cz/salima-gb)

DESCRIPTION: Salima has been the largest food trade show in Central Europe for the last 21 years. In 2001, the show attracted 54,000 visitors of which 10% came from Central Europe. There is an increasing demand for certain niche products for the retail and HRI sector. Products with the major market potential are: any type of ethnic food, convenience food adjusted to accommodate local preferences, speciality products from the snack food sector, dried fruits and nuts, wine and spirits, seafood and meat products.

There will be a very small USDA information booth, providing interested U.S. exporters small space to display their products. We will set-up face-to-face meetings with representatives from the import, retail and distribution sectors for U.S. companies attending the Salima show. PLEASE SEE SECTION II - U.S. Trade Mission-Breakfast Seminar during Salima 2002

Target countries: Austria, Bosnia-Herzegovina, Czech Republic, Croatia, Hungary Slovakia, Slovenia.

TITLE: Foodapest 2002 - Food trade show
DATE: Nov 26-29, 2002
VENUE: Hungary, Budapest
CONTACT: Dr. Ferenc Nemes
Office of Agricultural Affairs
Bank Center Building
Szabadsag Ter 7
H-1054 Budapest, Hungary
[Http://www.usembassy-vienna.at/usda/](http://www.usembassy-vienna.at/usda/)

Tel. [36] (1) 475-4162
Fax. [36] (1) 475-4676
E-mail agbudapest@compuserve.com
or: Foodapest trade show site: Hungexpo [Http://www.foodapest.hu/](http://www.foodapest.hu/)

DESCRIPTION: This is the second largest food trade show in Central Europe. It attracts the attention from the Hungarian trade and also from the surrounding Central European countries. According to the latest economic data, Hungary is driving the second most dynamic economy in Central Europe. Hungary has Central Europe's highest food consumption per capita.

Products with the major market potential are: any type of ethnic food, convenience food adjusted to accommodate local preferences, speciality products from the snack food sector, dried fruits and nuts, wine and spirits, seafood and meat products.

There will be a very small USDA information booth, providing interested U.S. exporters small space to display their products.

Target countries: Austria, Bosnia-Herzegovina, Czech Republic, Croatia, Hungary Slovakia, Slovenia.

SECTION II - Other Promotional Activities- Listed by dates

TITLE: Wine Tasting
DATE: November 2001
VENUE: Baden near Vienna, Austria
CONTACT: Wine Institute of California
Mr. Paul Molleman
European Director
Prins Bernhardlann 10, Postbus 208
2400 AE Alphen an den Rijn
Netherlands
TEL: [31] (172) 471-571, FAX: [31] (172) 475-545
Email: molleman@zwart.nl
Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: In cooperation with 7 Casionos in Austria a wine tasting/wine dinner event will take place starting on Nov. 7 in Baden (near Vienna). Approximately 20 wineries will be involved presenting their wines through tastings and wine dinners.

This promotion is organized by Wine Institute with organizational help provided by the Agricultural Affairs office.

TITLE: Seafood, Wine, Rice Menu Promotion/Seminar
DATE: January 15, 2002
VENUE: Innsbruck, Austria - Culinary School of Innsbruck
CONTACT: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy
Boltzmanngasse 16
A-1090 Vienna Austria
Tel: [43] (1)31339-2364
Fax: [43] (1)3108208
Email: AgVienna@FAS.USDA.GOV
[Http://www.usembassy-vienna.at/usda](http://www.usembassy-vienna.at/usda)

DESCRIPTION: Seafood consumption is steadily increasing in Austria, the Austrian HRI sector has noticed a demand for high quality fish and seafood products. A successful seminar was held held in February 2001 in cooperation with a culinary school in Vienna. Gregg Higgins, U.S. chef from Oregon

prepared new recipes using, U.S. salmon, catfish, monkfish, lobster, and rice. This very successful concept will be used again to explain to a very selected group, (70 maximum Austrian chefs, restaurant owners, traders) the preparation and culinary delights of different U.S. seafoods and wines.

U.S. seafood, rice and wine importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

TITLE: U.S. Trade Mission - Breakfast Seminar during Salima 2002
DATE: March 6 & 7, 2002
VENUE: Conference Center of the Salima 2002 fairground facility, Brno, Czech Republic
CONTACT: Ing. Petra Choteborska
Agricultural Specialist
Office of Agricultural Affairs
American Embassy
Triste 15
11801 Prague, Czech Republic
Tel: [420] (2) 5753-1170/1171
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Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: In March 2001, during the Salima trade show we very successfully held a series of seminars covering topics concerning the retail industry and opportunities for HVP in the Czech market. The seminars were attended by over 150 food traders, importers and retailers.

For 2002, we are planning a similar conference in cooperation with U.S. Cooperators/Associations providing the U.S. industry the opportunity to present their products and meet the Czech industry.

We invite U.S. exporters/traders for wine, seafood, dried fruits and nuts, snacks and ethnic food. to be part of this trade mission. These products are the "best sell" in the region. We will organize one-on-one trade meetings with Czech traders and U.S. food industry representatives. Members of the U.S. trade mission will be given the opportunity to visit the Salima trade show and make use of the USDA information booth.

TITLE: Wine Tasting
DATE: February 22, 2002
VENUE: Croatia, Zagreb, Hotel Intercontinental

CONTACT: American Chamber of Commerce
Mrs. Stanka Andrakovic
Executive Director
Krsnjavoga 1
1000 Zagreb
Croatia
TEL: [385] (48) 36777, FAX: [385] (48)36776
Email: execdir@amcham.hr
Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: The USA week in Croatia provides the opportunity to meet the major business industry leaders in this expanding market. The Vienna Office of Agricultural Affairs (Andrea Fennesz-Berka) together with the American Chamber of Commerce in Croatia will organize a wine tasting during the USA week held at the Hotel Intercontinental in Zagreb

This is an excellent opportunity for USA wine traders/producers to present their products to an upper income group with increasing demand in U.S. wine. Croatia's industry is on an upward swing, major foreign retailers have opened new stores all over the country, recognizing upcoming new market opportunities. Major retail organizations, traders, importers and distributors will attend.

TITLE: Central European Trading Mission from the HRI Sector
under the Cochran Fellowship Program
DATE: Middle to end of May 2002
VENUE: Group will visit the Hotel and Restaurant Trade show in Chicago
Visits with the U.S. seafood and wine industry located in the West coast of the U.S. are planned

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[Http://www.usembassy-vienna.at/usda](http://www.usembassy-vienna.at/usda)

DESCRIPTION: The Central European HRI group will consist of chefs, restaurant owners, sommelier, seafood/wine buyers from Croatia, Czech Republic, Hungary, Slovenia and Slovakia.

The first Central European HRI group very successful visited with the seafood industry in the Eastcoast of the U.S. We would now like to expose this new group to very specific products which are in high demand in Central Europe. These are California squid, hake, pollock, salmon, mostly frozen seafood products. In addition we would like to introduce the team members to other U.S. wine regions eg. Washington State wines.

Members of the USA wine/seafood and industry are invited to meet with this group and organize visits to their production sites. This would give the group an excellent opportunity to see first site the quality and availability of US products

TITLE: Seafood/Almonds/Dried Fruits/Rice/Wine Menu Demonstration for HRI sector

DATE: End of May-June 2002

VENUE: Prague,Czech Republic and Budapest,Hungary
Major hotel and/or Culinary School

CONTACT: Ing. Petra Choteborska
Agricultural Specialist
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Triste 15
11801 Prague, Czech Republic
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DESCRIPTION: Budapest and Prague have a growing economy of which tourism is a major player. The number of international hotels is increasing demand for high end products such as seafood, almonds, dried fruits, ric, wine is increasing.

In cooperation with local chefs (former Cochran team members) we will develop menus using seafood, almonds, dried fruits, rice according to local taste. We will invite chefs, F&B managers and sommeliers to this promotion